

Using Images in Conference Posters and Presentations: Best Practices

General Advice

- Think of your images as a focal point of your work. Do not use images for filler.
- Avoid trite clip art and look for clear images to convey complex ideas.
- Photos with contrast (versus monochromatic images) will draw more attention.
- Be careful with web images. When enlarged and printed they can become pixelated or blurry. (To determine the print quality of your images, zoom in 200-300% on your poster layout.)
- For an interesting alternative presentation style, see: [PechaKucha](http://www.pechakucha.org/) (<http://www.pechakucha.org/>)

Copyright/Permission

Always check copyright and seek permission if the image is not in the public domain. ***When in doubt, ask the author for permission.***

Formats/Editing

- Recommended formats include JPG, TIFF and PNG. If you need area of transparency consider TIFF or PNG.
- Crop images to focus attention and eliminate unnecessary information.
- For print quality, your original unmodified image should have a resolution of between 150-300 pixels per inch. If you plan to enlarge for a poster, your image should be larger.

Captioning

- Always caption and credit copyright holders for your images.
- Sample image citation: Author's or Creator's Last name, First initial(s). (Year of creation).
 - If no author is available, use the first few words of the image title.
 - If no year is available, write n.d. for no date.
 - Do not put a period after the URL.

Finding Images

Scott Library offers a list of resources to find images and multimedia assets for your presentations:

<http://jeffline.jefferson.edu/Collections/images.html>. These include:

- Jefferson Clinical Images Database
- Access Medicine (includes index with images)
- Atlas E-book
- Public Health Image Library (PHIL)

Other web resources:

- **Flickr advanced search:** <https://www.flickr.com/search/advanced/?q=home&l=cc> Search for Creative Commons licensed content or find content to modify, adapt, or build upon.
- **Journals:** e.g., search [New England Journal of Medicine Figures & Multimedia](#). Request permissions in your own work.
- **Professional organizations:** e.g., [American Society of Hematology image bank](#)
- [CDC Public Health Image Library](#)
- [National Cancer Institute](#)
- [NIH Image Bank](#)
- [National Center for Complementary and Alternative Medicine Image Gallery](#)
- [National Human Genome Research Institute Digital Media Database](#)
- [NLM History of Medicine Collections](#)
- **Commercial options:** [istock](#), [fotolia](#), [Getty images](#)

Need help finding appropriate images for your poster?

- contact Scott Memorial Librarians (<http://jeffline.jefferson.edu/Ask/ask.html>)

Need help designing your research poster?

- See: [Designing Your Research Poster: Tips and Best Practices](#)
- [Contact Medical Media](#) or Graphics.mms@jefferson.edu or (215) 503-7841 | Jefferson Alumni Hall, 1020 Locust Street, Room 573